MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144343/AO/2025
Date registered valid:	4 November 2025
Proposal:	Replacement of two existing fascia signs with new illuminated fascia signs.
Address:	360 Lounge, 54 - 56 Wilmslow Road, Manchester, M14 5AL
Ward(s):	Moss Side Ward
Applicant:	Mr Kazim Erdogan Istanbul Restaurant Manchester
Agent (if any):	Mr Tanveer Mohammed TMA-CO Limited
Case officer:	Holly Wright Tel: 0161 219 6381 Email: holly.wright@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**16 December 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25 November 2025

Standard consultations: Printed: 19 November 2025 Expired: 10 December 2025

Neighbour notifications: Printed: 19 November 2025 Expired: 10 December 2025

Site notice: No site notice has been produced

Press advert: No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Not applicable

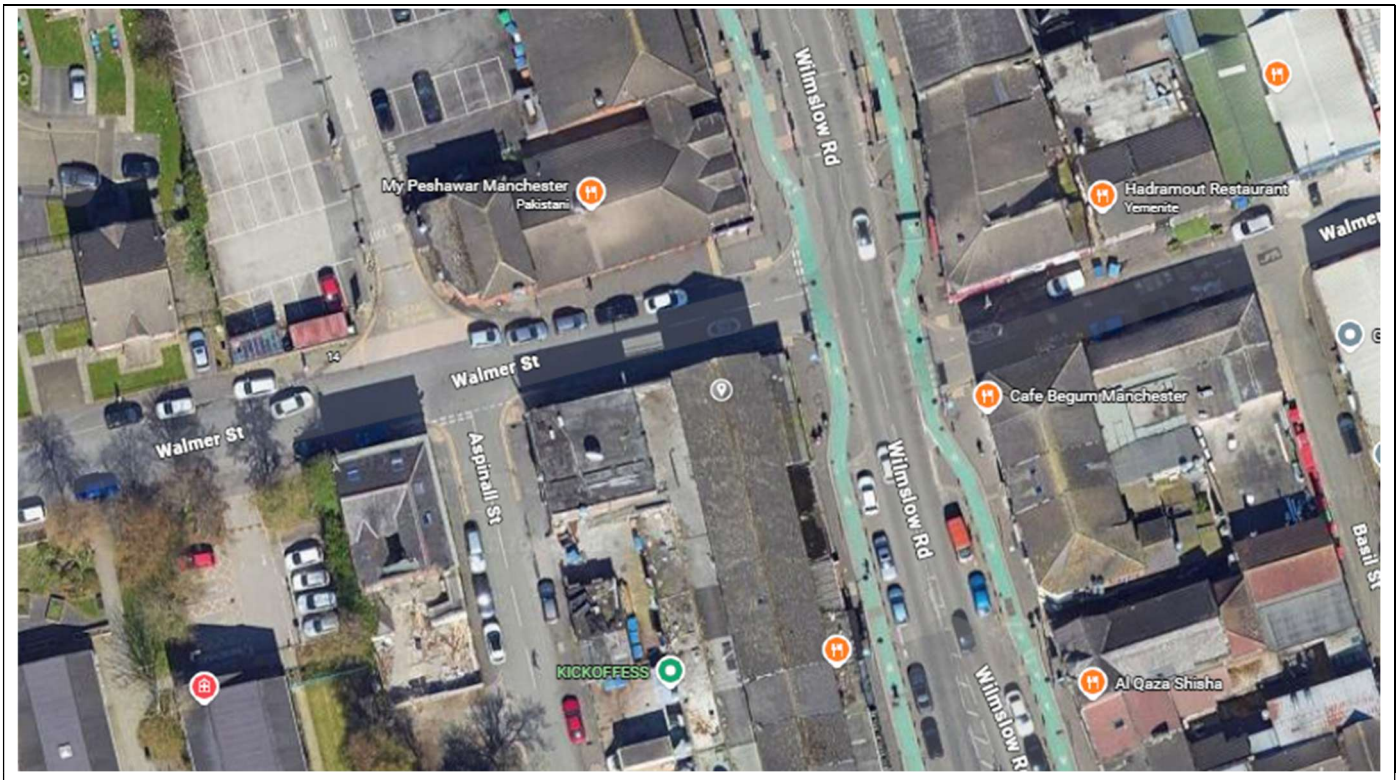
Tree Preservation Order: Not applicable

The application relates to a part-two / part-three storey end-terraced property featuring brown brick and hanging green tiles to the front, dark grey cladding/tiles, cream-coloured paint, brown brick and timber and white weatherboarding to the side, and brown brick and hanging brown tiles to the rear with a grey tiled dual pitch roof to the front and a flat roof to the rear.

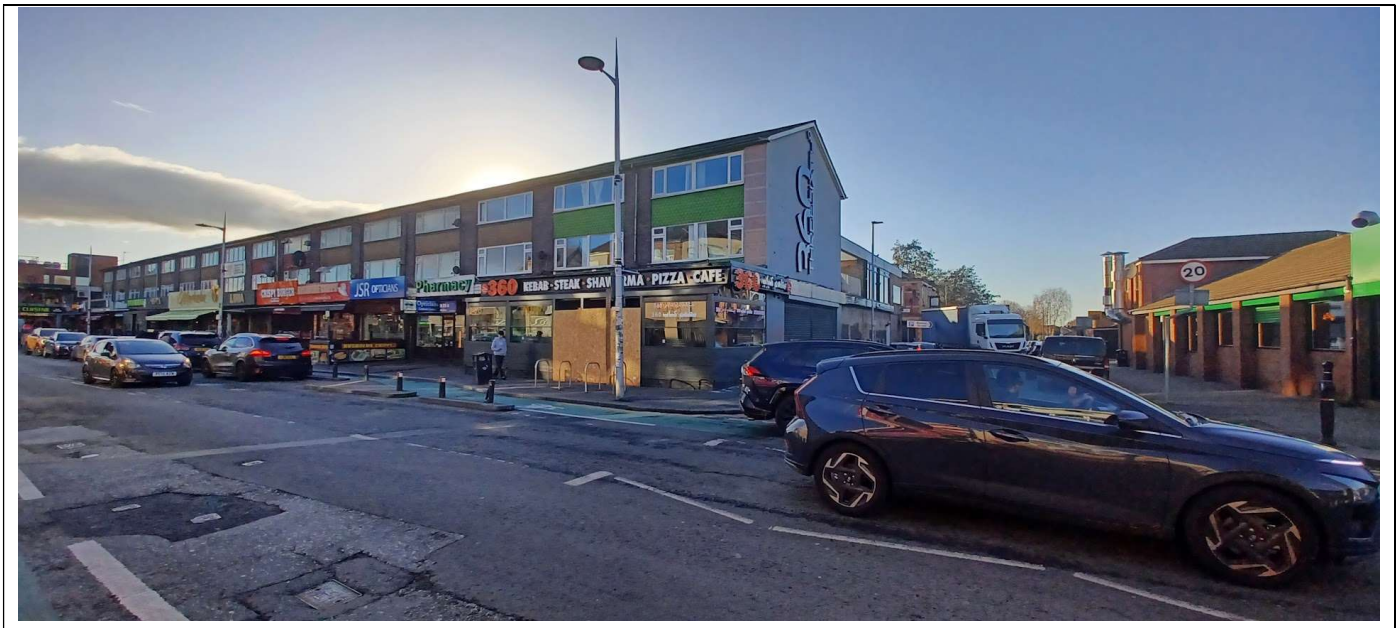
The property features a mixture of white and black uPVC-framed windows, a glazed shopfront at ground floor level to the front with a projecting canopy overhang, external seating, and fascia signage, a large letter sign to the side, a large two-storey flat-roofed addition to the rear with extract flues and AC units to its elevations and a raised platform / walkway with together with a rear yard space.

The surrounding area is mixed in terms of its character with a variety of commercial premises evident on either side of Wilmslow Road (some with residential flats above) and terraced and semi-detached residential properties situated on the surrounding streets, including Walmer Street, Crescent Range, and Oundle Close.

The property is not listed, nor is it sited within a conservation area.



Aerial view of application site







Application site in November 2025

Description of development

The applicant is seeking advertisement consent for the replacement of two existing fascia signs with new illuminated fascia signs.

Relevant planning history

138059/FO/2023 – Retention of the enlarged opening along the Walmer Street elevation, including the installation of a shutter over the opening and the application of artificial turf to the side elevation and the erection of a small coal burner to the rear with flue – Declined to determine (13.11.2023).

138060/FO/2023 - Replacement of enlarged opening along the Walmer Street elevation to fixed glazed window, installation of 1.3 metre high glass balustrade to front and raising of forecourt floor level to match internal levels of the building, retention of retractable awnings affixed to the front and side elevations of the existing canopy and installation of 3no high level fixed windows (1no. to Walmer Street and 2no. to Aspinall Street) – Approved (31.01.2024).

138303/JO/2023 - Variation of condition no. 3 (hours of opening) attached to planning permission 034433 to allow the premises to open: Sunday to Thursday, 08:00 hrs to midnight and Fridays and Saturdays, 08:00 hrs to 00:30 hrs – Approved (31.01.2024).

138886/AO/2023 - Installation of illuminated and non-illuminated fascia sign on side elevation – Approved (15.02.2024).

140845/JO/2024 - Application to vary condition no. 2 (approved drawings) attached to planning permission 138060/FO/2023 to allow for amendments to the design of the forecourt and associated balustrading – Approved (08.11.2024).

CDN/24/0800 - Application to discharge condition 5 (forecourt and barrier materials) attached to planning permission 138060/FO/2023 – Approved (08.11.2024).

142864/FO/2025 - Retention of single storey front canopy extension – Refused (13.08.2025).

Consultations & Notification Responses

Local residents – no representations received.

MCC's Highways Services made the following comments in response to the application:

- If the signage extends over the adopted highway in excess of 350mm then a Projection Over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.
- All submitted signage complies with headroom and carriageway clearance requirements.
- All submitted signage is static and has a proposed luminance of 100cd/m2. This is in line with the MCC recommended maximum of 600cd/m2 and is acceptable to Highways.
- The location of the signs is not considered to generate any adverse impact for vehicles travelling along the surrounding roads.

MCC's Environmental Health services offered no comments on the application.

Policies

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 indicates that:

3.—(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a)the provisions of the development plan, so far as they are material; and

(b)any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b)factors relevant to public safety include—

(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:
- Policy DC14 – Shopfront and related signs
- Policy DC15 – Advertisements, hoarding, and posters

The Manchester Core Strategy – Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:
- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

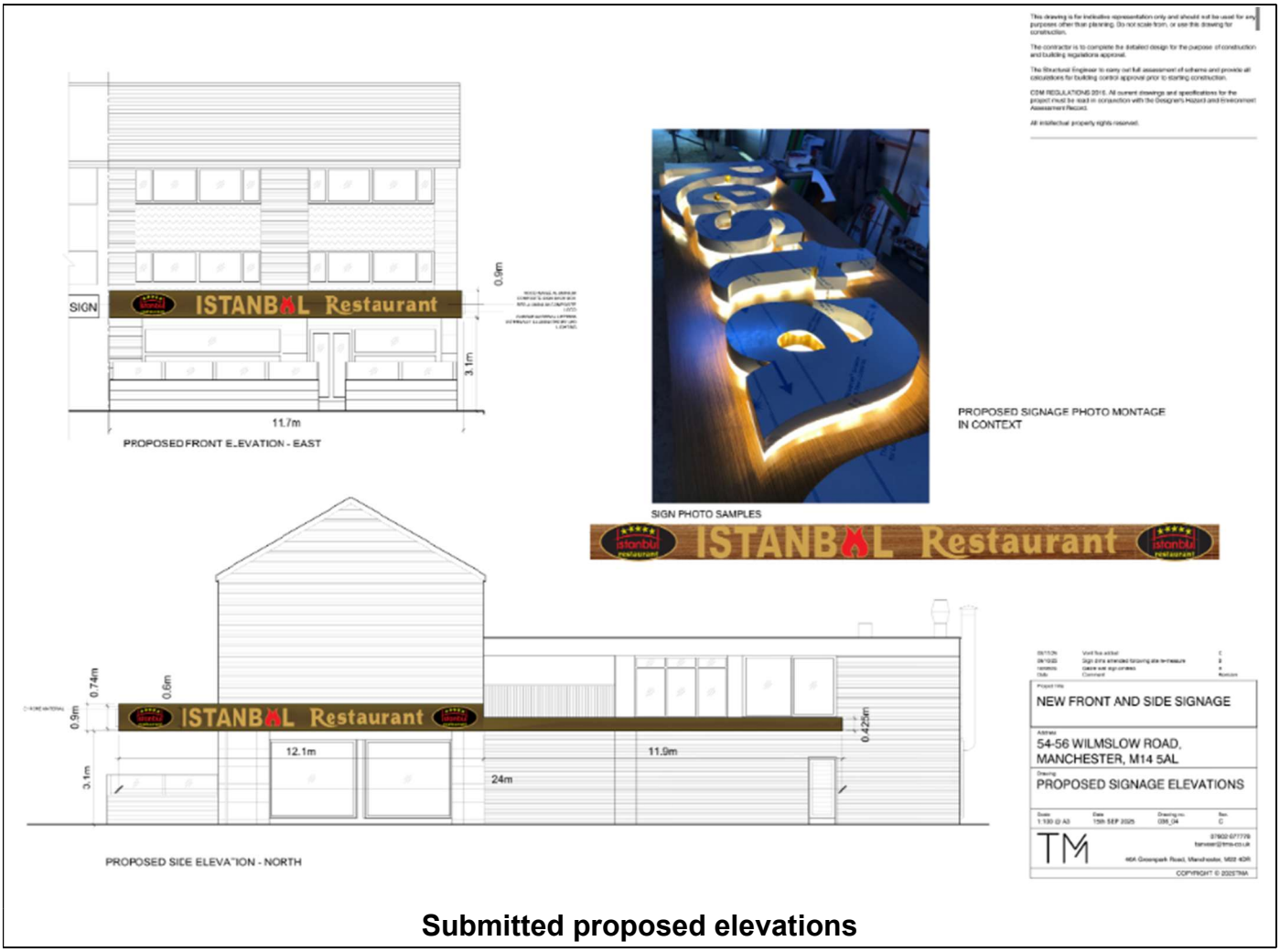
The National Planning Policy Framework (NPPF, 2024)
- Chapter 12 – Achieving Well-Designed Places

Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

Draft National Planning Policy Framework (NPPF, 2025)
The Government has published a consultation draft of the NPPF, intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. While this draft is not yet adopted, it is a material consideration.

- Chapter 14 – Achieving Well-Designed Places
    - Policy DP3: Key principles for well-designed places



Submitted proposed elevations

Issues

Principle – the principle of installing replacement signage to the exterior of an existing building, including internally illuminated fascia signs, to advertise and denote the name of a business is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity – the proposal includes the replacement of 2no. existing fascia signs with illuminated fascia signs located on the northern and eastern elevations of the building above the existing shopfront.

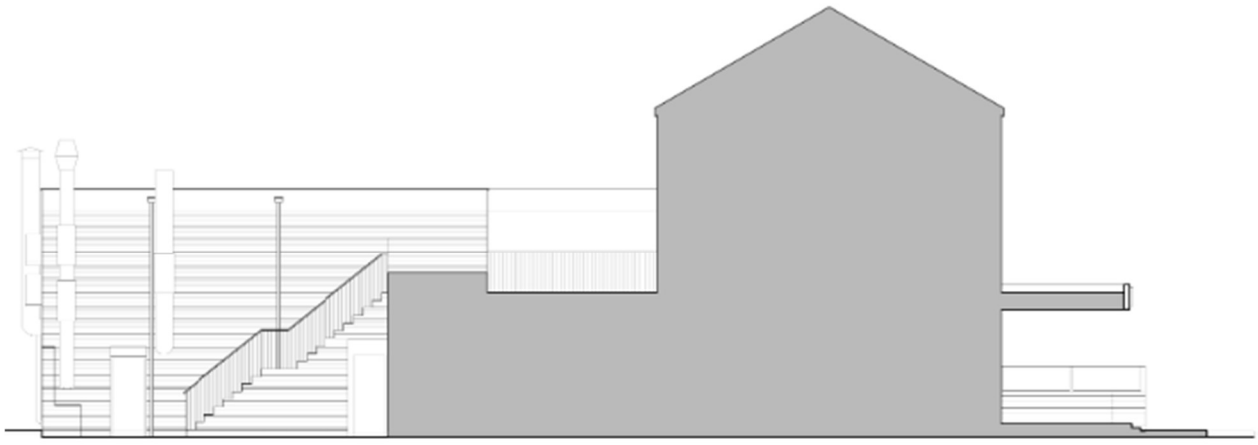
The fascia sign on the eastern elevation of the building would measure to 0.9m in height, 11.7m in width, and 0.15m in depth, positioned 3.1m above ground level. The maximum height of any individual letters and symbols would be 60cm. The sign would be constructed of aluminium composite material with gold chrome-finished acrylic letters mounted onto a dark brown timber effect back-box with rear-illuminated by energy-efficient LED lights positioned behind each letter to create a soft halo effect. The primary logo would feature red infill detailing. A secondary logo element would incorporate a gold chrome perimeter trim; a black background panel and red and yellow text applied in durable vinyl. The sign would feature external illumination levels of 100cd/m2.

The fascia sign on the northern elevation of the building would measure to 0.9m in height, 12.1m in width, and 0.15m in depth, positioned 3.1m above ground level. The maximum height of any individual letters and symbols would be 60cm. The sign would be constructed of aluminium composite material with gold chrome-finished acrylic letters mounted onto a dark brown timber effect back-box with rear-illuminated by energy-efficient LED lights positioned

behind each letter to create a soft halo effect. The primary logo would feature red infill detailing. A secondary logo element would incorporate a gold chrome perimeter trim; a black background panel and red and yellow text applied in durable vinyl. The sign would feature external illumination levels of 100cd/m2.

The second fascia sign on the northern elevation of the building (replacing the existing white weatherboarding present) would measure to 0.425m in height, 11.9m in width, and 0.3m in depth, positioned 3.1m above ground level. The sign would be constructed of aluminium composite material with a dark brown timber effect back-box. The sign would not feature any illumination.

Considering the characteristics of the signage, combined with its clear relevance to the site, and the fact that it would be replacing existing signage present on the building, the proposal is not considered to harm the visual or aural amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Wilmslow Road and Walmer Street. Whilst it is acknowledged that the proposed replacement signage would be larger than the existing signage, particularly in terms of height and its projection above the front canopy, it is considered that the overall scale and design would remain in-keeping with the surrounding commercial units. The area is characterised by a mix of signage styles and sizes, and as such, the proposal would not appear incongruous or harmful to the established character of the street scene (see below images).





Submitting existing and proposed side elevation/section



View of surrounding street scene

Public safety – the proposed signage would be sited a reasonable distance away from the public highway. It would feature external illumination with illuminance levels of 100cd/m2, which accords with MCC's recommended maximum of 600cd/m2 during non-daylight hours and inclement weather. It is therefore understood that that the proposal will not harm public safety in and around the site.

Unauthorised front extension – during the case officer's site visit, a front extension to the forecourt of the property was observed. A search of the planning record found that an application for planning permission seeking its retention was previously refused (142864/FO/2025) on 13 August 2025 with an appeal (APP/B4215/W/25/3373946) made under Section 78 of the Town and Country Planning Act 1990 subsequently dismissed on 1 December 2025. The existing plans submitted as part of this application for advertisement consent do not accurately reflect the as-built frontage, which omit the aforementioned front extension and instead feature a balustrade similar in design to a proposal that has previously been granted planning permission (138060/FO/2023) on 31 January 2024 and subsequently by variation of condition (140845/JO/2024) on 31 October 2024. This is also featured in the proposed plans. However, this seemingly proposed balustrade does not form part of the advertisement display structure and therefore does not fall to be considered. The application is solely concerned with the proposed display of advertisements and not any proposed operational development included in the submitted plans.

Conclusion – given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety, pursuant to saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved polices of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) Advert mandatory condition:

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) Specified plans:

The development hereby approved shall be carried out in accordance with the following drawings and documents:

'PROPOSED SIGNAGE ELEVATIONS', numbered '036_04 REV C', received by the City Council as Local Planning Authority on the 4th November 2025.
'PROPOSED SIDE ELEVATION/SECTION – SOUTH' shown on drawing labelled 'EXISTING AND PROPOSED SIDE ELEVATION/SECTION', numbered '036_05', received by the City Council as Local Planning Authority on the 4th November 2025.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

3) Max luminance:

The maximum luminance level of the advertisements hereby approved shall not exceed 100cd/m2.

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Rusholme, Fallowfield & Moss Side Civic Society
Rusholme Business Association

113A Wilmslow Road, Manchester, M14 5AN
113 Wilmslow Road, Manchester, M14 5AN
58 Wilmslow Road, Manchester, M14 5AL
Unit 1, Ifco Centre, 50 Wilmslow Road, Manchester, M14 5TQ
Flat At, 115 Wilmslow Road, Manchester, M14 5AN
31 Aspinall Street, Manchester, M14 5UD
23 Aspinall Street, Manchester, M14 5UD
27 Aspinall Street, Manchester, M14 5UD
107 Wilmslow Road, Manchester, M14 5SU
105 Wilmslow Road, Manchester, M14 5SU
103 Wilmslow Road, Manchester, M14 5SU
99 Wilmslow Road, Manchester, M14 5SU
62 Wilmslow Road, Manchester, M14 5AL
60 Wilmslow Road, Manchester, M14 5AL
105 - 107 Wilmslow Road, Manchester, M14 5SU
115 Wilmslow Road, Manchester, M14 5AN
109 Wilmslow Road, Manchester, M14 5AN
29 Aspinall Street, Manchester, M14 5UD
25 Aspinall Street, Manchester, M14 5UD
5 Walmer Street, Rusholme, Manchester, M14 5UB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA